

Lot C Advisory Committee
“Initial Impressions” Survey Results

1. La Crosse County is taking a more active role in this development process to ensure that the public and various stakeholders have an opportunity for input on the redevelopment of Lot C. What do you think about this idea?

| Answer Choices – | Responses |
|---|--------------|
| The County should not be involved in the development business. They ought to get proposals from qualified private developers and let them decide what to propose for the property. | 0% 0 |
| There is relatively little risk for the County to take these initial steps and to seek a common strategy with the City and the advice and counsel of multiple stakeholders, but there clearly is a point at which the County should engage a development partner. | 33.33% 7 |
| The County should continue to work with the City and others to frame expectations and clarify priorities for as long as it appears to be adding value and leading to better outcomes than a standard approach. | 66.67% 14 |
| Responses Other (please specify) | 0% 0 |
| Total | 21 |

2. The Advisory Committee is comprised of representatives of multiple groups and organizations with a stake in the future of the downtown in general and Lot C specifically. What do you think of the idea of intentionally creating this group and seeking its input at the beginning of this process?

| Answer Choices – | Responses |
|--|--------------|
| It seems like a good idea, but it is too early to judge whether it will achieve the desired results. | 23.81% 5 |
| An advisory committee is a good idea, but there are key stakeholders missing from the group, which may damage the ability to get quality results from this process. | 4.76% 1 |
| The question of how to redevelop Lot C is complicated and multi-faceted, assembling this committee and providing it with relevant information presents an opportunity for participants to be more engaged and contribute more effectively. | 71.43% 15 |
| Responses Other (please specify) | 0% 0 |
| Total | 21 |

3. One of the County Board’s primary objectives in seeking to redevelop Lot C is to put the land back on the tax rolls and achieve taxable value that will benefit County tax payers. How important is this objective to you?

| Answer Choices – | Responses |
|--|--------------|
| This land has been off the tax rolls for a long, long time and the City and County have done fine without this property generating tax payments. This is less important than other priorities. | 0% 0 |
| The City and County can certainly use additional tax base, but there are other more important priorities to consider in this process. | 19.05% 4 |
| This presents a rare opportunity to create tax base for both the City and the County in a prime downtown location. This should be a high priority. | 71.43% 15 |
| Responses Other (please specify) | 9.52% 2 |
| Total | 21 |

Other Responses:

- I think we are too early in the process to say that generating Tax revenue is the highest priority.
- Creating tax base is a high priority, but so is facilitating a development that adds to downtown's vitality.

4. Lot C is located outside the historic preservation district, but it is just across the street from the district. Which of the following best reflects your opinion about how the redevelopment of Lot C should respond to this proximity?

| Answer Choices – | Responses |
|---|--------------|
| The City of La Crosse has a rich history and it is one of our greatest assets. Compatibility with the historic part of downtown should be one of the major drivers of the design for the redevelopment of Lot C, including its architecture, building height, image and character. | 19.05% 4 |
| The property is outside the historic district and not subject to its design standards. Lot C is also across the street from the Post Office and the Law Enforcement Center and in close proximity to many other buildings that are very different from those within the historic district. The design of the redevelopment should be sensitive to the historic district, but could include taller buildings and more contemporary design features if there is a good reason to pursue different approaches. | 76.19% 16 |
| Responses Other (please specify) | 4.76% 1 |
| Total | 21 |

Other Responses

- I like the first response, but not quite as absolute

5. Parking is an ongoing issue in the area and obviously Lot C is currently used as a surface parking lot. It would be unrealistic to expect that parking will not be an important issue for any future owner or tenant on Lot C. Which of the following best reflects your opinion about the role that parking should play in this redevelopment?

| Answer Choices – | Responses |
|---|--------------|
| Parking is not required in this downtown location and there is some capacity in parking structures as close as three blocks away from Lot C. The redevelopment should include some parking, but it shouldn't drive the project. | 33.33% 7 |
| Even the most dense and compact downtowns devote significant space for parking. Regardless what the ordinances say, future business owners will demand close, convenient parking and some residential and office users may even demand sheltered, heated parking as an essential part of their requirements. Parking is an unavoidable component of this redevelopment process and figuring out how to pay for it and maintain it is a key piece of the puzzle. | 52.38% 11 |
| Responses Other (please specify) | 14.29% 3 |
| Total | 21 |

Other Responses:

- Parking should be considered by not an exclusive driver of the project
- Too early to tell what parking will be needed until all of the options are on the table.
- The assumption that the City of La Crosse should contribute TIF to pay to address the County's parking need is premature. Many more details are needed before making such an assumption.

6. Some of the past sketches for the future of Lot C have included plazas, courtyards and other open space elements. Which of the following most closely reflects your current thinking in regards to the role of open space in the redevelopment?

| Answer Choices – | Responses – |
|--|--------------|
| This is an urban location and it will be important to provide improvements to the public realm, including attractive streetscape elements, landscaping, lighting, seating etc. The opportunity for restaurants to support outside dining and places to congregate may also be beneficial, but this would not have to be in a public space. | 33.33% 7 |
| Depending on the nature and mixture of uses that end up on Lot C some open space amenity may be needed and beneficial, but it may not have to be publicly owned. | 57.14% 12 |
| Lot C is a property with a history of public use and some form of publicly owned open space should be included. | 4.76% 1 |
| Responses Other (please specify) | 4.76% 1 |
| Total | 21 |

Other Responses:

- I like the sound of the first option, however I would like to see at least part of the space be open to the public as green space or garden.

Other Survey Comments:

Question 1:

- It is a good idea. We do not want to allow for or sell without input from other government and private players. We also do not want a development that will detract from a mostly attractive downtown. It should enhance the good things about our city.
- Smart thoughtful and hopefully productive.

Question 2:

- Approve of the idea.
- I love the mix. Good of you to deal with some of us who have never been a part of such a complicated and extensive project. It is a positive feeling to have private and government talk and listen to each other. Thanks

Question 3:

- The City needs tax base of course.
- While I believe this to be important I do not think it should be the only consideration.
- I would take a different angle on this. Whatever ends up on this parcel should be driving people into downtown. People will ultimately bring in more money to the community than property tax revenue will generate. Therefore, the development should be an attraction to the downtown area. I will show my bias here and state that I feel we should have a world class art museum built there. While I haven't researched this, there must be

someone out there who would like to see their personal collection turned into a showpiece. (Other museums or attractions would be acceptable too.) Without trying to be too outrageous, I always try to look for the positive in situations. Our local drug dealers have figured out that La Crosse is a nice mid-way point between Chicago and Minneapolis. We should be able to use this same logic for good and put a great attraction here.

Question 4:

- The question doesn't make sense because there is no list to discuss. However, the use should not detract from the historical downtown.
- It is crucial to consider all aspects of design both for aesthetics and functionality. It must be complimentary to the historic district.

Question 5:

- Same issue with the question, but any concentrated use will require a commitment to adequate parking.
- After reading the 2020 master plan I learned how expensive parking is but see no way out of including it. It does seem key to choose businesses with varying peaks of usage.

Question 6:

- I think whatever open space exists should be of the type that will enhance our downtown and not just become a hangout for vagrants and sullen teenagers.
- Public green space would be great but I believe we need to use all of our square footage wisely so it somewhat depends on our choice of shared businesses. A museum sounds interesting. Restaurant courtyard, maybe a diagonal walk through, Benches food trucks .